
State:	District of Columbia	Filing Company:	Mutual of Omaha Insurance Company
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010		
Product Name:	Medicare Supplement Advertising - 458456		
Project Name/Number:	Medicare Supplement Advertising/458456		

Filing at a Glance

Company:	Mutual of Omaha Insurance Company
Product Name:	Medicare Supplement Advertising - 458456
State:	District of Columbia
TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI:	MS08I.012 Multi-Plan 2010
Filing Type:	Form
Date Submitted:	11/12/2019
SERFF Tr Num:	MUTM-132152465
SERFF Status:	Submitted to State
State Tr Num:	
State Status:	
Co Tr Num:	SHELLY KAIPUST
Implementation	
Date Requested:	
Author(s):	Shelly Kaipust
Reviewer(s):	
Disposition Date:	
Disposition Status:	
Implementation Date:	

State:	District of Columbia	Filing Company:	Mutual of Omaha Insurance Company
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010		
Product Name:	Medicare Supplement Advertising - 458456		
Project Name/Number:	Medicare Supplement Advertising/458456		

General Information

Project Name: Medicare Supplement Advertising

Project Number: 458456

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Shelly Kaipust

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 11/12/2019

State Status Changed:

Created By: Shelly Kaipust

Corresponding Filing Tracking Number:

Filing Description:

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This is a Social Media Ad which will link to advertisement 457935 that was approved by your department 10/29/19 under SERFF Tracking No.: MUTM-132069519 and contains all required exclusions and limitations.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Company and Contact

Filing Contact Information

Melanie Worth, Product & Advertising
Compliance Analyst

melanie.worth@mutualofomaha.com

Mutual of Omaha

402-351-4260 [Phone]

Mutual of Omaha Plaza

402-351-5298 [FAX]

Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance
Company

CoCode: 71412

State of Domicile: Nebraska

3300 Mutual of Omaha Plaza

Group Code: 261

Company Type: Health

Omaha, NE 68175

Group Name:

Insurance

(402) 351-2645 ext. [Phone]

FEIN Number: 47-0246511

State ID Number:

Filing Fees

Fee Required? No

Retaliatory? No

Fee Explanation:

State:	District of Columbia	Filing Company:	Mutual of Omaha Insurance Company
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010		
Product Name:	Medicare Supplement Advertising - 458456		
Project Name/Number:	Medicare Supplement Advertising/458456		

Form Schedule

Lead Form Number: 458456								
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Social Media	458456	ADV	Initial			458456 .pdf

Form Type Legend:

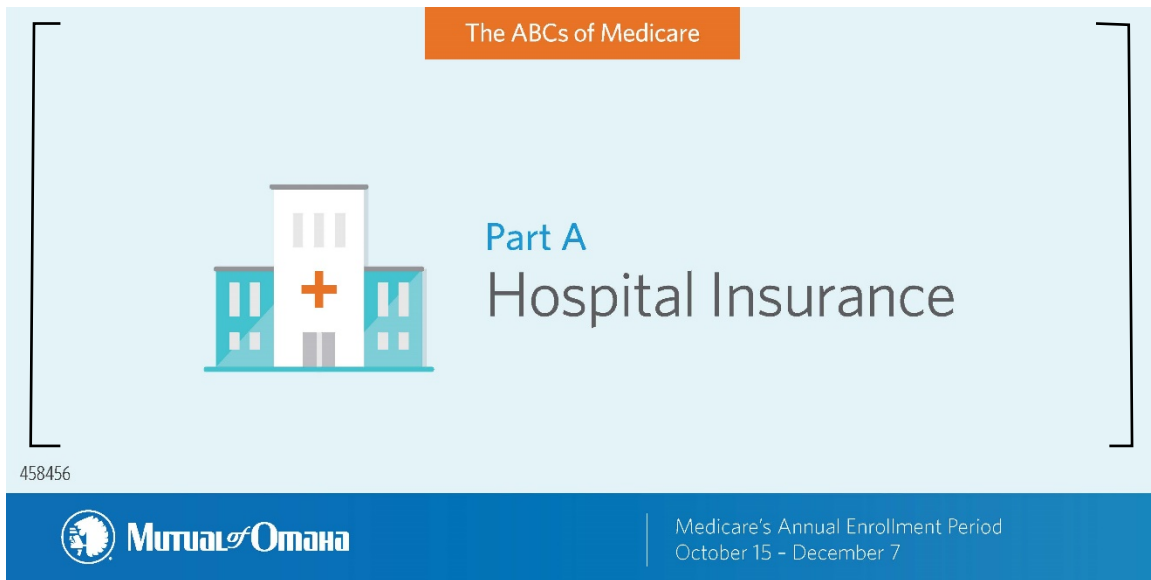
ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NAP	Network Access Plan
NOC	Notice of Coverage	OTH	Other
OUT	Outline of Coverage	PJK	Policy Jacket
POL	Policy/Contract/Fraternal Certificate	POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider
PRC	Provider Contract/Provider Addendum/Provider Leading Agreement	PRD	Provider Directory

ASSOCIATED COPY:

Trying to make sense of Medicare's alphabet soup? [Let me/our team of experienced representatives help you explore your options to make sure the Medicare health plan you select is the best one for you.]

Medicare Supplement Disclosures:


<https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>



The ABCs of Medicare

Part A
Hospital Insurance

458456

 **Mutual of Omaha**

Medicare's Annual Enrollment Period
October 15 - December 7

This graphic is a Medicare Supplement Disclosure. It features a light blue background with a white hospital icon on the left. The text 'The ABCs of Medicare' is in an orange box at the top. Below it, 'Part A Hospital Insurance' is written in blue and grey. The number '458456' is in the bottom left. The Mutual of Omaha logo is in the bottom left, and the Medicare's Annual Enrollment Period dates are in the bottom right.

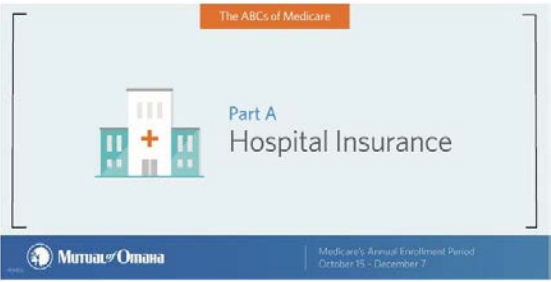

SERFF Tracking #:	MUTM-132152465	State Tracking #:		Company Tracking #:	SHELLY KAIPUST
State:	District of Columbia	Filing Company:	Mutual of Omaha Insurance Company		
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010				
Product Name:	Medicare Supplement Advertising - 458456				
Project Name/Number:	Medicare Supplement Advertising/458456				

Supporting Document Schedules

Satisfied - Item:	Memo of Variability
Comments:	
Attachment(s):	458456 MOV.pdf
Item Status:	
Status Date:	

VARIABLE MATERIAL FOR ADVERTISING FORM 458456

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section	Explanation
[Let me/our team of experienced representatives help you explore your options to make sure the Medicare health plan you select is the best one for you.]	<p>This wording will show for the Agents/Producers: Let me help you explore your options to make sure the Medicare health plan you select is the best one for you.</p> <p>This wording will show for the Offices: Let our team of experienced agents/producers and representatives help you explore your options to make sure the Medicare health plan you select is the best one for you.</p>
<p>[Picture]</p> 	<p>This picture will toggle between this one and the three below:</p> 

<https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads> (457935) Pending approval

PLEASE NOTE: The variable sections of this form are set-up by the Home Office to assure that the correct information is printed.
The final form will not contain brackets denoting variable data;
The use of variable data will be administered in a uniform and non-discriminatory manner and will not result in unfair discrimination;
The variable data included in this statement will be used on referenced forms and; Any changes to variable data will be submitted prior to implementation.